

## CLAIMS

1. Anthocyanic colorant made of vegetable primary material that contains cyanidin glycosides, peonidin glycosides, organic substances and mineral salts and its specific feature is that it also contains pelargonidin glycosides, wherein the components percentage is as follows, %:
 

Cyanidin glycoside	0.1 – 8.6
Peonidin glycoside	0.08 – 6.45
Pelargonidin glycoside	0.05 – 4.3
Organic substance and mineral salts	the rest
2. Colorant according to claim 1, wherein content of anthocyan is in the following proportion, namely, the ratio of pelargonidin glycosides : peonidin glycosides : cyanidin glycosides must be as 1 : 1.5 : 2 respectively, and wherein relative optical density is the highest when it is exposed to direct light with wavelength of 505 – 515 nm.
3. Colorant according claims 1 and 2, wherein its natural red color is retained when it is exposed to acid environment with pH from 2.0 to 7.0.
4. Colorant according to claims 1 and 2, wherein 80-100% of its natural color density is retained after any treatment, such as freezing, boiling, exposure to direct solar radiation within pH range from 2 to 4.
5. Process of production of anthocyanic colorant that includes growing of primary material containing anthocyan, grinding, extraction of coloring matter by acid aqueous solution in ultrasonic vibration field, filtration and concentration, wherein pre-dried vegetable maize-pulp is used as the primary material containing anthocyan, extraction is made by mix of aqueous solutions of hydrochloric and citric acids, and concentration of coloring matter is performed in vacuum.
6. Process according to claim 5, wherein the primary material is additionally prepared for extraction by infusing grinded primary material in solution of extracting agent for 6 – 8 hours at the temperature of 35 – 40°C.

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